



Library Services Strategy

2025 – 2030

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TOWN OF
VICTORIA PARK

Acknowledgement of Country

Ngany kaaditj Noongar moort kenj kaadak nidja Wadjak Noongar boodja. Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny moorditj Noongar kaaditjin, moort, wer boodja ye-ye.

The Town acknowledges the traditional custodians of this land and respects Elders past, present, and emerging, their continuing cultural heritage, beliefs and relationship with the land which continues to be important today.

We recognise the Whadjuk Noongar people as the traditional custodians of the greater Victoria Park area. Its Noongar name is MINDEERA and to the Whadjuk people, MINDEERA is a place that has strong social, spiritual, cultural and historic significance.

We thank them for the contribution made to life in the Town of Victoria Park and to this region.



Commitment to Diversity

The Town acknowledges that the diversity of our residents is what makes our community unique. Diversity can be reflected in a number of ways, including:

- | | | | |
|--|---------------------------|---|--|
|  | Ethnicity and race |  | Sexual orientation |
|  | Disability |  | Age and generation |
|  | Language |  | Socioeconomic status |
|  | Gender |  | Religion, faith and other beliefs |

This means our business practices need an understanding of how the diversity of social and cultural background can influence interpretation and participation in the community. We acknowledge these impacts, and we are striving to present all communications to be inclusive and available to everyone.

If you or someone you know needs this document in another format, please call the Coordinator Library Services by emailing admin@vicpark.wa.gov.au or on **9373 5500**.





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Background

Public libraries are vital for lifelong learning and personal growth.

They offer resources, educational tools, and community engagement that support the development of skills for all ages. This helps individuals and communities thrive in the 21st century. Libraries contribute to well-being, providing spaces and opportunities that promote literacy and learning, leading to more informed, connected communities.

A literate population is key to economic productivity, tackling complex challenges, and improving citizens' lives. Libraries help bridge literacy gaps, boosting personal, professional, and community development. Higher literacy is linked to better income, employment, and quality of life.

In 2021, the Town developed a Literacy and Lifelong Learning Strategy to address the evolving roles of libraries and to present opportunities for further community enrichment.

The purpose of this Library Strategy is to expand our literacy findings, shifting focus to a broader and more inclusive library service and thereby addressing gaps in the library's current offerings.

With feedback from community, staff, research into current library trends and broader societal influences, the Town's Library Services Strategy 2025-2030 seeks to enhance inclusive practices, community connections, and learning opportunities across its many forms.



Who We Are

In 2025, the Victoria Park Library, located in the vibrant John Macmillan Precinct in East Victoria Park, continued to serve as a vital community hub. The library welcomed approximately 300 to 400 patrons daily. They accessed its wide range of resources and services, including a diverse collection, engaging programs, public restrooms, a water fountain, air conditioning, free Wi-Fi, phone charging stations, and computer access.

In addition to in-person services, 5,817 patrons actively engaged with the library's digital e-services, reflecting the growing demand for online accessibility. The library also maintained its commitment to inclusivity and outreach through the Books on Wheels program, which supported 25 homebound readers with regular delivery of library materials.

The library was staffed by 16 librarians, technicians, and officers who provided core services across 54 hours per week and 20 volunteers who supported programs and outreach.

Approximately 233,000 items are loaned per year across various collections which include books, audiovisual media, magazines, a Local History items, Library of Things items such as board games, puzzles, ukuleles, Birdwatching Kits, Early Developmental Packs, and Memory Care Kits.

Annually, the library hosts an average of 200 early literacy programs, 100 school-aged programs and teen programs, and 200 adult lifelong learning programs. It also supports approximately 80 community-led programs, book clubs and groups.



Library Services Guiding Principles

United Nations Sustainability Goal 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

International Federation of Library Associations and Institutions

- Support freedom of access to information, ideas, and creative works (Article 19, UDHR)
- Believe in universal, equitable access for social, cultural, educational, democratic, and economic well-being
- Deliver high-quality library services to guarantee this access
- Commit to diversity and inclusion across all identities, backgrounds, and beliefs
- Actively pursue equitable policies and practices

Australian Library and Information Association Values

Connection: Connecting people to ideas, knowledge, and learning

Diversity: Respecting the diversity, individuality, and equality of all people

Ethics: Acting with integrity, ethics, and trust

Public good: Promoting the public good

WA Libraries Guiding Principles

- Libraries strengthen communities
- Digitally inclusive libraries
- Public libraries valued as a community asset

Town of Victoria Park Values

PROACTIVE – Anticipate, plan and act

INCLUSIVE – Embrace diversity

INTEGRITY – Be honest, accountable and transparent

CARING – Show empathy, consideration and kindness

COURAGE – Be bold and innovative

Our Library's Values

- We listen to our community
- We strive to make our services accessible and relevant
- We value knowledge and access to information
- We embrace diversity in its many forms

Key Objectives

Inclusion: library services reflect the aspirations and priorities of all people in our community and offer something for everyone

Connection: the library connects people to our unique cultural identity, information, ideas, opportunities and the community

Learning: the library provides access to learning opportunities for people of all ages, abilities and backgrounds

Library Strategy

Vision:

The Town of Victoria Park Library is the heart of our community



Objectives:

The Library Service reflects and responds to our diverse community through our customer service, collections, programming and spaces

All members of our community are aware of and can access Library Services

We will achieve the objectives by working towards the following

Outcomes

Inclusion:

Library Services reflect the aspirations and priorities of all people in our community and offer something for everyone.

Connection:

The Library connects people to our unique cultural identity, information, ideas, opportunities, and the community

Learning:

The Library provides access to learning opportunities for people of all ages and backgrounds

We will achieve the outcomes through a targeted approach in the following

Focus Areas

Programming

Collection Development

Customer Service

Library Space

Partnerships

Local History



Key Focus Area and Outcomes

Outcome 1: Accessibility and Inclusion

Library accessibility and inclusion ensures equitable access to resources and services for all individuals, regardless of background or ability.

Key Focus Area	Actions
1. Customer Service	1.1 Support customer-facing staff to provide an inclusive and welcoming service
1.2. Collections	1.2.1 Ensure collections reflect the diversity of library patrons and the wider Town of Victoria Park community
	1.2.2 Ensure collections are accessible
	1.2.3 Develop and promote collections that empower the community to participate in activities beyond the library building
1.3. Programming and outreach	1.3.1 Deliver outreach initiatives that extend library services to underserved populations and non-users
	1.3.2 Ensure neurodivergent library users can access library programming
	1.3.3 Promote library programs to targeted audiences
	1.3.4 Design and deliver library programs which reflect the diversity of library patrons and the wider community
1.4 Local History	1.4.1 Celebrate underrepresented histories are by highlighting marginalised groups in local history programming
	1.4.2 Collect, promote, and ensure accessibility of Aboriginal and Torres Strait Islander local history
1.5 Partnerships	1.5.1 Foster partnerships to improve library accessibility and inclusion
1.6 Library Space	1.6.1 Ensure the physical library space is accessible
	1.6.2 Ensure the digital library space is accessible
	1.6.3 Promote diversity, inclusion, and reconciliation through the library space

Outcome 2: Connection

Connection is at the heart of library services, fostering a sense of community, collaboration, and lifelong learning for all.

Key Focus Area	Actions
2.1 Customer Service	2.1.1 Ensure new library users understand library services
	2.1.2 Increase library usage among Town residents by 12% over five years to align with ALIA membership standards.
	2.1.3 Raise awareness among staff about marginalised community groups, particularly people experiencing homelessness, and explore ways to improve library accessibility for them
2.2. Collections	2.2.1 Support community connection through intentional collection development
2.3. Programming and outreach	2.3.1 Enable connection through digital inclusion for all community members
	2.3.2 Empower the community to lead library programming
	2.3.3 Expand library promotion through active outreach
2.4 Local History	2.4.1 Maintain the local history website and social media with up-to-date resources to strengthen community connection and local pride
	2.4.2 Encourage community engagement with local history through collection development and acceptance of donated materials, where feasible
2.5 Partnerships	2.5.1 Advocate for library services through community champions, such as the Friends of the Library model
	2.5.2 Expand volunteer opportunities within the library
	2.5.3 Strengthen internal and external collaborations to foster community connection
	2.5.4 Enhance collaboration with local Whadjuk Elders and Torres Strait Islander groups
2.6 Library Space	2.6.1 Provide spaces for the community to meet and connect
	2.6.2 Plan to address the demand for increased meeting spaces



Outcome 3: Learning

Learning is a cornerstone of library services, empowering the community with knowledge and opportunities for personal growth.

Key Focus Area	Actions
3.1 Customer Service	3.1 Train staff to respond to trends in user learning priorities
	3.1.2 Maintain staffing levels that enable meaningful, transformational engagement with patrons
3.2 Collections	3.2.1 Promote World Language Collections to increase community awareness
	3.2.2 Promote e-resources and educate users on how to access them
	3.2.3 Enhance visibility and discoverability of library collections
3.3 Programming and outreach	3.3.1 Promote literacy and learning through targeted programming
	3.3.2 Promote library services and programs to diverse audiences
	3.3.3 Deliver digital literacy programs for people experiencing hardship or the digital divide
	3.3.4 Increase annual programming informed by lived experiences
	3.3.5 Expand programming focused on digital safety and security
3.4 Local History	3.4.1 Expand and promote the Local History Digital Collection
	3.4.2 Promote placemaking by sharing Local History content
3.5 Partnerships	3.5.1 Leverage library partnerships to promote lifelong learning
	3.5.2 Inform new Town staff about library services, resources, and collaboration opportunities
3.6 Library Space	3.6.1 Design library spaces to support diverse ways of learning and engagement

Delivering and Embedding

The following principles have guided the development of the Library Services Strategy 2025-2030.

Key Focus Area	Actions
Strengths Based	Community and stakeholder assets, strengths and capacities are recognised and built on
Culturally Safe and Inclusive	Culturally safe and inclusive approaches are used within the work that the Town facilitates, supports and undertakes
Evidence Based	An evidence based approach is used by the Town, with a focus on early intervention to enhance the level and scope of social impact
Shared Responsibility	Addressing social barriers is a shared responsibility to create an inclusive community. The Town is supportive of creating environments that foster a shared responsibility
Innovation and Better Practice	The Town seeks innovative ideas and better practice solutions for library services
Sustainability	Integrating sustainability principles in the Town's approach to resourcing and delivery of the Library Services Strategy

Implementation Plan

The Library will develop an annual implementation plan for each outcome to support delivery of the Library Strategy, aligned to the Town's annual budget.

The implementation plan will be updated each year, and as required, to meet the Town's available resources, while aiming to deliver on community and stakeholder expectations. Tasks may be added, removed, or modified from the annual implementation plan to reflect items that have been completed, need refinement, budget reconsiderations, or as new priorities are identified.

The implementation plan will be delivered by library staff and supported by various internal and external stakeholders within the Town, including community and volunteers.



Monitoring and measurement

The library measures success not only through quantitative metrics such as the number of programs delivered and patron usage of spaces, collections, and resources, but also through outcomes evaluation—assessing the impact of services on learning, community engagement, digital inclusion, and individual well-being.

Feedback on the progress of the implementation plan and delivery of library services will be sought through mediums such as:

- Culture Counts surveys
- Patron feedback
- Staff observations and feedback
- Annual review
- Financial statements, library management system, State Library statistics

Reporting

Progress on the implementation plan will be reported to Council and community on a regular basis via the library's website, social media platforms, and as part of the Town's annual report.

Evaluation

The outcomes of planned deliverables addressing the Library Strategy will be monitored and evaluated in alignment with the Town's Social Impact Approach, social change principles, and a Theory of Change model (see Appendix 3). This will ensure that the impact of strategic initiatives is meaningfully assessed and continuously improved. An annual impact report will be developed and made available on the Town's website to provide transparency and communicate progress to the community.

Conclusion

The Town of Victoria Park aims to be a dynamic and welcoming place where learning, connection, and growth can flourish. The Town of Victoria Park Library Services Strategy 2025–2030 builds on this vision, expanding the library's role as a vibrant, inclusive hub that reflects the aspirations and priorities of its diverse community. With a strong foundation of service, outreach, and innovation, the library continues to evolve—guided by the core objectives of inclusion, connection, and learning.

By prioritising accessibility, offering diverse programs, and strengthening community ties, the strategy ensures that the library remains a place where all individuals feel valued, supported, and empowered to explore new possibilities and thrive in an ever-changing world.

Appendix 1: Literacy and Lifelong Learning Strategy 2021-2025 Highlights

Since the development of the Literacy and Lifelong Learning Strategy 2021–2025, the Victoria Park Library has experienced changes in activity across multiple portfolios. This aligns with the Theory of Change outlined in the previous strategy:

The library will engage the community with thoughtful access to information opportunities and literacies, so that we acknowledge the diversity of community, information sharing and literacy as we cultivate a welcoming space and range of services for all, in an effort to inspire the community to seek out, embrace, and share knowledge through confidence and personal empowerment.

+17%

individual library visits

+22%

new memberships

5000

additional items loaned

+84%

e-resources borrowed

-2.5%

PC usage



New Facilities & Features

- Community mobile charging station
- Laptop vending machine
- 24/7 returns chute & processing room
- Remote printing available
- Refurbished spaces for collaboration & collection display
- Self-check kiosks & security gates
- Accessible toilets

Accessibility Programming

- Key Word Sign, Learn to Sign
- Seated Dancing, Chair Yoga
- Arts for people with disabilities

Digital Literacy Boost

- Click to Learn, 1:1 support
- Short tutorials, movie nights
- Digital drawing & coding workshops

Collections Enhancements

- Expanded Library of Things: Memory Kits, Puzzles, Ukuleles, etc.
- More stock for Community Book Clubs
- Genrefication of Young Adult Collection
- New eResources & databases for self-paced learning

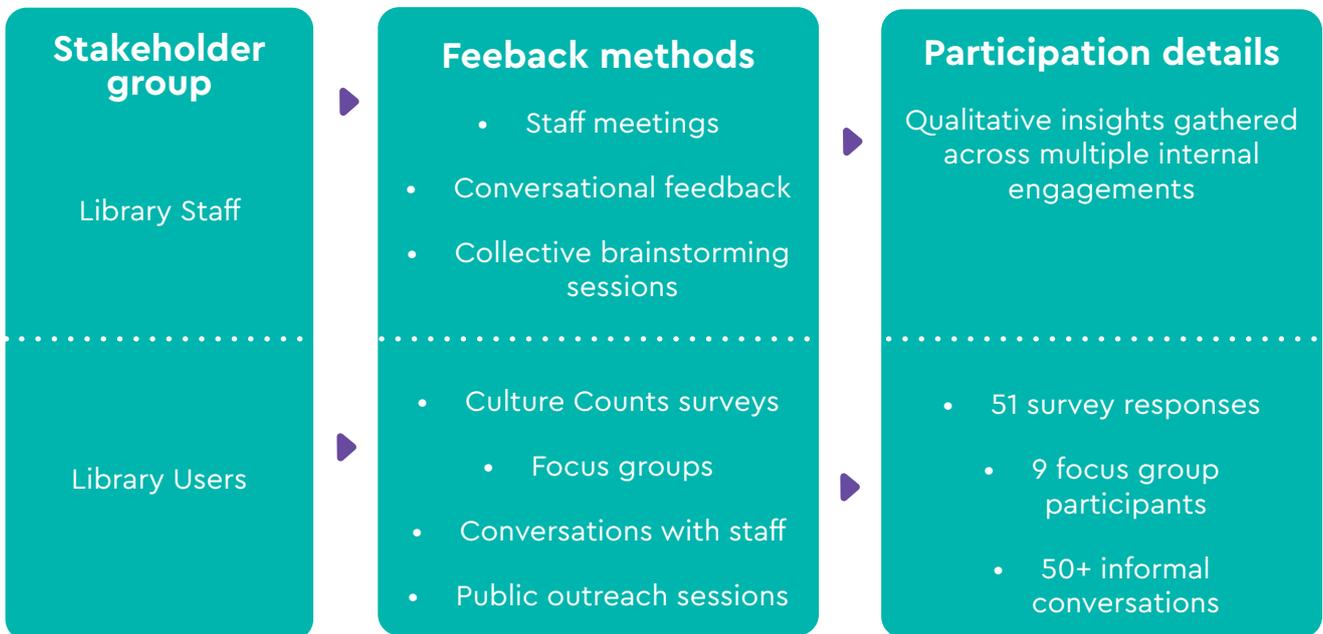
Inclusive Programming Growth

- Noongar Storytime, Mahjong, Pride events
- Lunar New Year & Harmony Week storytimes
- Anime Club, Teen programs
- ESL tutoring, French conversation circles
- Mindfulness bibliotherapy



Appendix 2: Key findings Library Strategy 2025-2030

Library staff and library users were encouraged to provide feedback about their library experience in Victoria Park.



Community Representation included:

- Members of Mindeera Advisory Group
- Access and Inclusion Advisory Group
- Young people
- Parents
- Seniors
- LGBTQIA+ community
- Culturally and Linguistically Diverse (CaLD) community
- Non-library users



What we heard

People love



- "The staff are very helpful, friendly and such a nice ambience to visit"
- "They have the best graphic novels"
- "The board games are good"
- "Love the DVDs"
- "I love the board books"
- "Variety of games, outdoor activities gadgets"
- "Awesome books"
- "Our Victoria Park Library helps a lot with what we need – services, loan books, finding knowledge with my dancing"
- "So many resources can be borrowed at a time"
- "Just love coming here. Enjoy seeing the various activities (although I don't participate). Love the sense of community"
- "I'm not a great reader but I spend a lot of time in libraries – I use the wifi and sometimes the PCs"
- "Somewhere to be for free"

Identified areas for development

Library patrons love their library, especially the staff. They would like to be able to use the library more through extended opening hours, especially on the weekends and evenings. Additionally, they aren't always aware of when the library is open due to the external presentation of the building.

They have great suggestions for additional programming and are often willing to be involved in the delivery. They see the library as a hub for connecting people to information, services and other people.

They would like the space to be flexible enough to align with the need for quiet work / study zones while still being a space where community members can meet and connect. There is an increasing acknowledgement of the need to create opportunities for neurodivergent people to access all library services.

They would like to be able to locate specific collections and items quickly while still enjoying the pleasures of coming across a good resource "by chance" (both in person and via the online catalogue).

They see advantages in having library "champions" within the community to share library updates on local social media pages or do localised letterbox drops.

They believe that the library has an opportunity to engage with more of the community through outreach via partnerships with local schools, shopping centres, service providers and other Town of Victoria Park facilities.

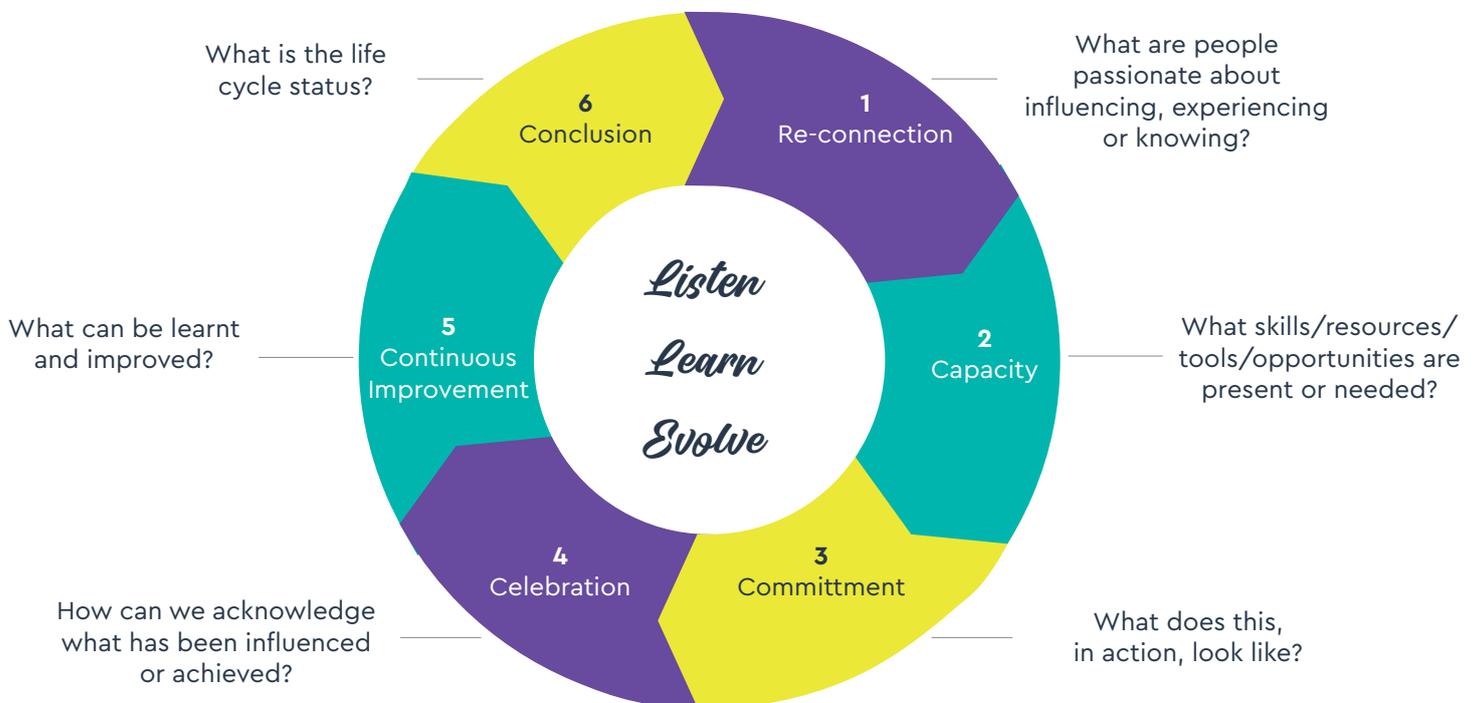
Identified core library service areas

Customer Service	Assisting users with resources, research, tech support, inquiries, and ensuring a positive experience
Collections	Selecting, acquiring, and managing materials to meet community needs, building a diverse and relevant collection
Programming and Outreach	Planning events and programs like storytimes, workshops, and classes to promote literacy and community engagement
Local History	Curating and preserving collections to support research and celebrate the Town of Victoria Park's history
Partnerships	Enhancing community engagement and supporting education, culture, and belonging through partnerships
Library Space	Providing safe and inclusive physical and virtual spaces that support not only learning, research, collaboration, and community engagement, but also the physical and psychosocial wellbeing of all who use and work in the library



Appendix 3: Social Change Model

The library adopts a Community Development social change model which focuses on leveraging community assets with library resources, programs, and partnerships to address social issues, promote equity, and foster positive transformation in society by also creating a space that is accessible and welcoming to everyone.



Theory of Change

What is a Theory of Change?

A Theory of Change (TOC) is a tool used by organisational program managers and evaluators to describe how a program is expected to work. It is a framework that visually shows the opportunity or problem a program is expected to address, within a particular situation, and the assumptions underpinning the development of the program. A TOC also identifies the expected pathway between various elements of a program and expected social outcomes for the stakeholders involved with the program. With a TOC, the elements of a program are the planned activities developed by an organisation to bring about expected social outcomes.

What are social outcomes?

Social outcomes are the changes in the knowledge, skills, awareness, behaviour, level of functioning or status, experienced by stakeholders, resulting from their involvement with the planned activities. Stakeholders within the context of a TOC are those people or organisations that experience this change.

Demonstrating social impact

As a tool describing how a program is expected to work, a TOC can also show the connection between planned activities and social outcomes applicable to each stakeholder group, over the immediate, medium, and long-term. A long-term social outcome is often described as a social impact. Impact is considered as the expected fundamental change and or unintended consequences occurring in a community, as the result of a program being delivered, or system being modified over at least five years. The TOC model is a tool used in this Strategy as well as all associated plans.

Key stakeholders

The groups of people who are expected to experience the most significant and relevant change from the planned initiatives are:

- Residents of the Town
- Community groups and organisation in the Town
- At-risk members of the Town's community
- Vulnerable members of the Town's community



Appendix 4: Strategic Intent

The revised Library Service Strategy 2025–2030 builds on the Literacy and Lifelong Learning Strategy 2021–2025, aligning with the Town's Strategic Community Plan 2022–2032 and internal frameworks. It is also guided by priorities and best practices at state, national and international levels, including:

- International Federation of Library Associations strategy 2024-2029
- National Australian Library and Information Association Strategic Plan 2024-2026
- State Library of Western Australia Libraries Strategy 2025—2030
- WA Public Libraries Strategy 2022-2026
- Town of Victoria Park Strategic Community Plan 2022-2032

Public Health and Wellbeing Strategy 2023–2028	<p>5.1 Providing opportunities for community connection and belonging, particularly for community members experiencing social isolation and loneliness, with inclusive and safe programs and events</p> <p>5.3 Continue to respectfully engage, include, celebrate, and promote Aboriginal and Torres Strait Islander culture and people</p> <p>Providing opportunities for resources and initiatives for building community capacity, further education, and community upskilling</p>
Access and Inclusion Plan 2022–2027	1.1.4 Engage Service Area Leads to continually improve access and inclusion across all Town services, programs, and events, informed by feedback from people with disability
Innovate Reconciliation Action Plan	Support the Reconciliation Action Plan by curating Aboriginal and Torres Strait Islander collections, programming, and celebrating culture.
Youth Action Plan 2025–2028	Support the Youth Action Plan by curating a targeted collection and delivering programs and engagement opportunities that reflect young people's interests, promote their health and wellbeing, and foster lifelong learning.
Safer Neighborhoods Plan	<p>3.2.2 Engage and partner with key stakeholders to increase involvement of at-risk, vulnerable, and marginalized groups with local activities and support services</p> <p>4.1.8 Advocate and work collaboratively to improve safety and reduce anti-social behavior and crime in the John Macmillan Precinct</p>
Arts and Culture Plan	2.5 Professional development workshops to upskill cultural practitioners, including for underrepresented groups

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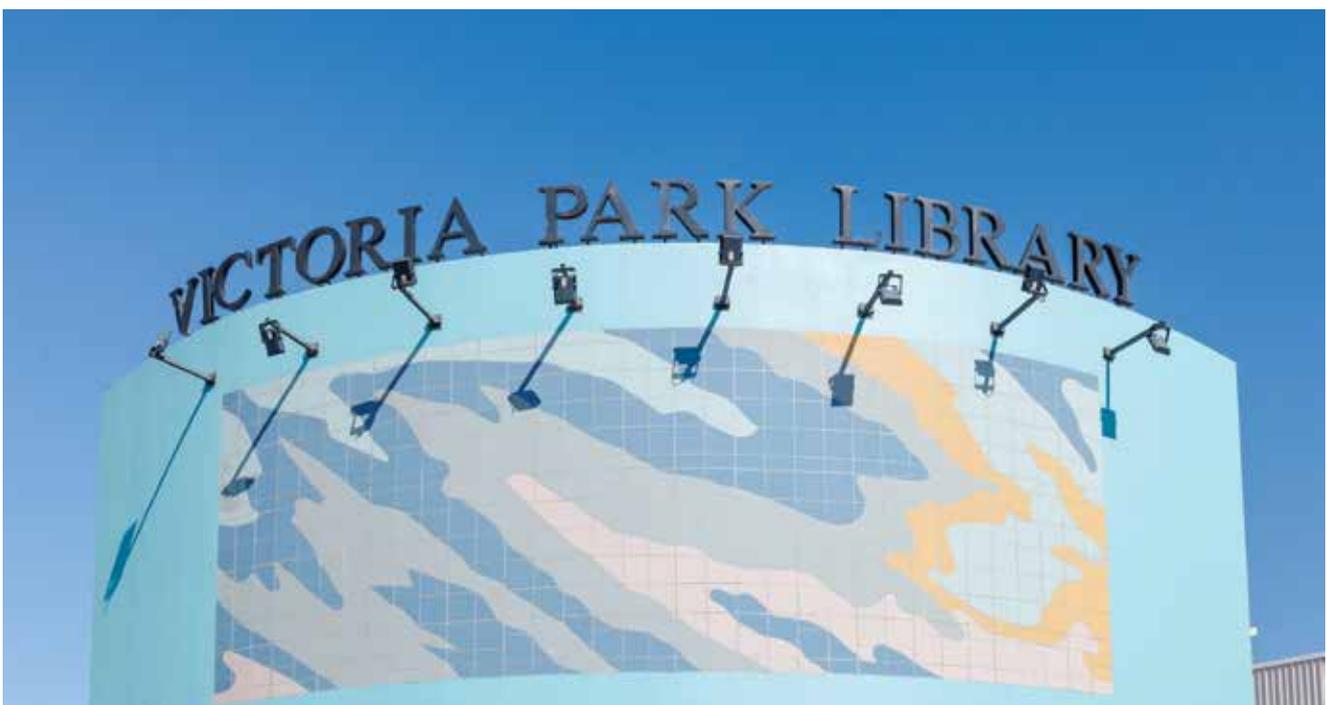
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